

PRICE AND PROMOTION INFLUENCE ON THE DECISION TO PURCHASE A MOTORCYCLE AT HONDA TUNAS DEALER DWIPA MATRA

Jaka Adi Yantara^{1*}, Irsandi², Trenggono Pujo Sakti³, Suci Asfaranin⁴

^{1,2,3,4}Universitas Bandar Lampung, Indonesia

*Corresponding Author:

Jaka.21121012@student.ubl.ac.id

Abstract

This study investigates the impact of pricing and promotional strategies on motorcycle purchasing decisions at the Honda Tunas Dwipa Matra dealership. A quantitative research methodology was utilized for this analysis. Data were gathered through questionnaires distributed to customers who had made purchases at the dealership. The sample size was calculated using Slovin's formula, allowing for a 15% margin of error, resulting in a total of 45 respondents. Data analysis was performed using multiple linear regression with SPSS version 30. The findings reveal that the t-value for price is 2.465, which exceeds the critical t-value of 2.016, with a significance level of 0.018. Furthermore, the t-value for promotion is 2.264, also surpassing the critical t-value of 2.016, with a significance level of 0.029. These results indicate that both price (X1) and promotion (X2) have a significant effect on motorcycle purchasing decisions (Y) at the Honda Tunas Dwipa Matra dealership.

Keywords: Price, Promotion, Purchasing Decision.

1. Introduction

The automotive industry, particularly the motorcycle sector, is experiencing rapid growth, with Indonesia emerging as the largest global market for two-wheeled vehicles. According to the Indonesian Motorcycle Industry Association (AISI, 2023), motorcycle sales in Indonesia reached approximately 5.4 million units in 2022, demonstrating strong consumer demand. This growth is driven by increasing urbanization, economic expansion, and the need for cost-effective transportation solutions (Statista, 2023).

Motorcycles are favored for their affordability, fuel efficiency, and ability to meet the mobility needs of both urban and rural populations. A study by Susilo et al. (2021) found that motorcycles provide greater accessibility in areas with limited public transportation infrastructure, making them essential for daily commuting. Additionally, advancements in fuel-efficient and electric motorcycles have further strengthened consumer interest (International Energy Agency [IEA], 2022).

However, intense competition in the automotive market, driven by technological advancements, shifting consumer preferences, and the rising trend of alternative transportation modes such as online ride-hailing services, presents significant challenges for motorcycle manufacturers and dealers. Research by McKinsey & Company (2022) highlights how digital transformation and changing mobility patterns, including the adoption of shared mobility services, are reshaping the industry landscape. Additionally, government policies promoting electric vehicles (EVs) and sustainable transportation may further disrupt traditional motorcycle sales (Ministry of Industry Indonesia, 2023).

Honda Tunas Dwipa Matra (TDM) Natar, located in South Lampung, serves as an official Honda dealer and plays a pivotal role in bridging the gap between manufacturers and consumers. In the face of competition, implementing a marketing strategy that

focuses on competitive pricing and effective promotions—such as discounts, cashback offers, and manageable installment plans—becomes essential. According to (Keller k. , 2009), pricing is a crucial element in attracting consumers and maintaining profitability, while effective promotions, as noted by (Kotler & A., 2012), can enhance brand awareness and influence purchasing decisions.

Dealer TDM Natar must also consider demographic factors, local market preferences, and marketing budget efficiency to maintain competitiveness. Sales data for Honda motorcycles in Indonesia from 2019 to 2023 indicates a positive trend following a decline in 2020 due to the COVID-19 pandemic. Notably, dealer TDM Natar experienced fluctuations in sales, with a significant increase observed since 2021, reflecting the success of the marketing strategies implemented.

By analyzing sales trends and adjusting relevant marketing strategies, Honda TDM Natar dealers can enhance their competitiveness, attract a larger customer base, and maintain positive growth in a dynamic and competitive market. To compete effectively, Honda TDM Natar dealers must tailor their marketing strategies to align with the characteristics of the local market. Demographic factors, consumer preferences, and economic conditions are critical elements that must be taken into account when developing optimal pricing and promotional strategies (Irsandi, 2022).

2. Theoretical Background

The price reflects the amount of money that consumers must spend to acquire a product or service. According to (Dora Rinova, 2018), price plays a crucial role in how consumers perceive the value of a product. When making purchasing decisions, price is a prominent factor that consumers consider, particularly in highly competitive markets.

According to (Keller K. d., 2009), price is a component of the marketing mix that serves as a revenue channel for the company, while other elements such as promotion, product, and distribution typically incur costs. (Kotler P. &., 2016) identify several indicators of price, including affordability, alignment of price with quality, price competitiveness, and the correspondence of price with benefits.

Promotion encompasses a series of activities designed to enhance the visibility, appeal, and awareness of products or services within the marketplace. As stated by (Kotler P. &., 2012), promotion is a communication activity undertaken by companies to introduce products or services and encourage consumer purchases. An effective promotional strategy can significantly increase consumer interest in a product. Various forms of promotion include discounts, bonuses, advertising, and direct sales. According to (Kotler P. &., 2016), several indicators are associated with promotion, including promotional messages, promotional media, timing of promotions, and frequency of promotions.

The purchasing decision can be influenced by two primary approaches. The first approach is rational, wherein consumers make choices based on logical considerations, such as comparing the benefits of a product with its offered price. Indicators as noted by (Kotler P. d., 2016) include product choice, brand selection, distributor choice, timing of selection, and quantity purchased.

The decision to make a purchase is influenced by various external factors, including advertisements displayed in the media, recommendations from family or friends, and prior experiences with specific products or brands (Oktaviannur & Ratu, 2023).

According to prior theories and research studies, the hypotheses for this investigation are outlined as follows:

- 1) H1: Price has a positive influence on purchasing decisions at the Honda Tunas Dwipa Matra Natar dealership.

- 2) H2: Promotion has a positive influence on purchasing decisions at the Honda Tunas Dwipa Matra Natar dealership.
- 3) H3: Price and promotion, when considered together, have a significant impact on purchasing decisions at the Honda Tunas Dwipa Matra Natar dealership.

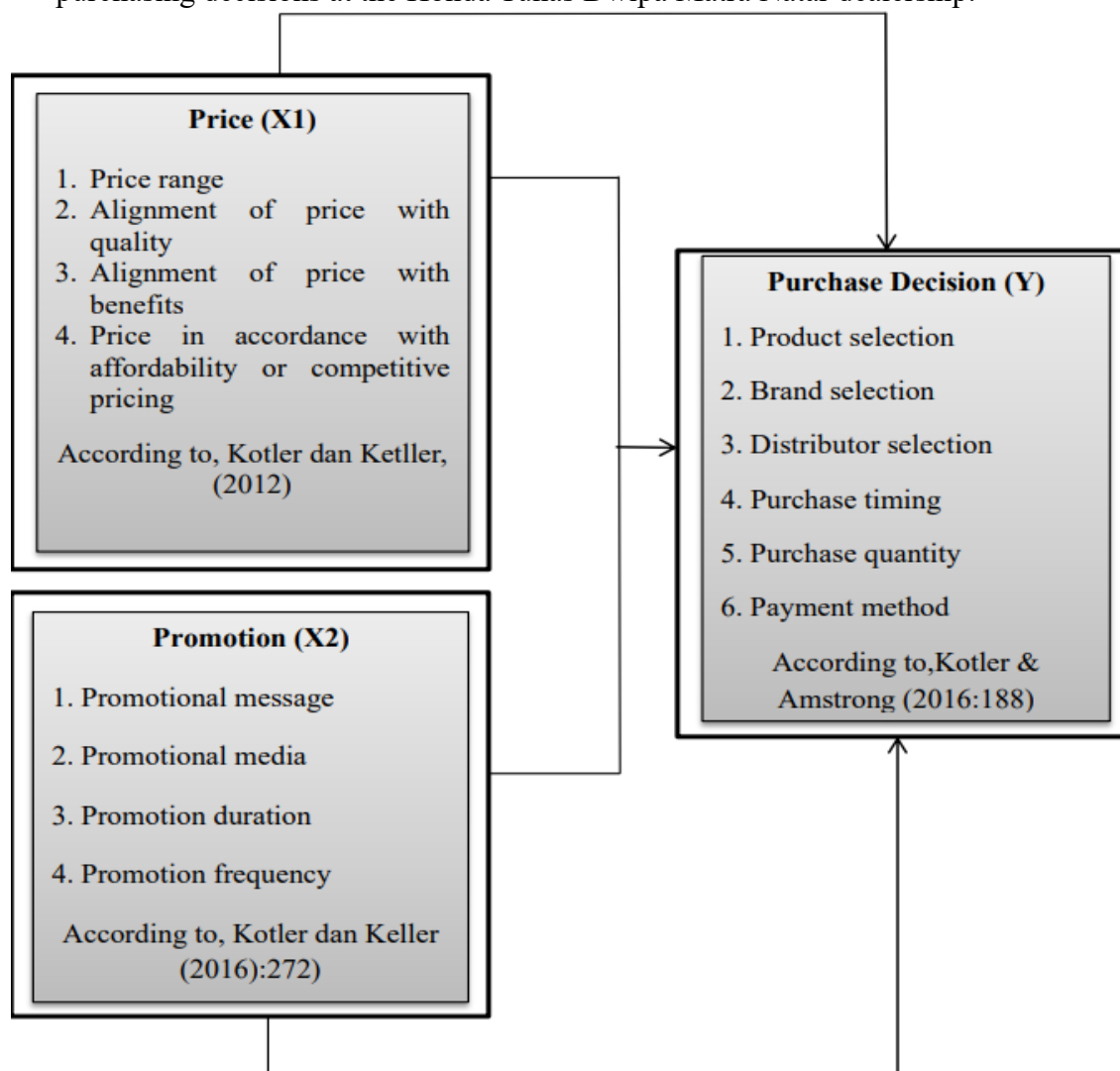


Figure 1. Conceptual Framework

Transportation plays a crucial role in modern life, with motorcycles emerging as a popular mode of transport due to their efficiency and flexibility. Honda Tunas Dwipa Matra Natar faces challenges in attracting consumer interest amid intense competition. One strategy that can be employed is to establish competitive pricing and engaging promotions.

This research aims to analyze the impact of pricing and promotions on purchasing decisions at this dealership. The focus on pricing and promotions is pertinent, as these two factors are primary considerations for consumers when purchasing motorcycles.

The findings of this research are anticipated to offer insights for dealership management in formulating more effective marketing strategies.

3. Methods

3.1 Research Desain

This study employs a descriptive quantitative methodology. The purpose of this approach is to evaluate and elucidate the impact of independent variables, namely price and promotion, on the dependent variable, which is the purchasing decision. The data utilized is quantitative in nature and is subjected to statistical analysis to test the proposed hypotheses. The research focuses on the Honda Tunas Dwipa Matra Natar dealership located in South Lampung. The primary aim of this study is to comprehend how price and promotion influence consumer purchase decisions. The respondents consist of customers who have purchased motorcycles from this dealership. The research population includes consumers who bought motorcycles at the Honda Tunas Dwipa Matra Natar dealership during the period from 2019 to 2023, with a total sales figure of 5,126 units. A sample was drawn using Slovin's formula with a margin of error set at 15%, resulting in 45 respondents who represent the population.

3.2 Data Collection Techniques

Primary Data: Collected through questionnaires distributed to consumers to understand their perceptions regarding pricing, promotions, and purchasing decisions.

Secondary Data: Consists of sales data and promotional reports from dealers, along with relevant literature.

The operational definitions of the research variables are outlined as follows:

- 1) Price (X1)
 - a. Indicators: Affordability of price, alignment of price with quality, price competitiveness, alignment of price with benefits.
 - b. Scale: Likert.
- 2) Promotion (X2)
 - a. Indicators: Promotional message, promotional media, timing of promotions, frequency of promotions.
 - b. Scale: Likert.
- 3) Purchase Decision (Y)
 - a. Indicators: Product choice, brand selection, distributor, timing of purchase, quantity purchased, payment method.
 - b. Scale: Likert.

3.3 Data Analysis Techniques

- 1) Validity and Reliability Testing
To ensure that the measurement instruments are valid and consistently applicable.
- 2) Multiple Linear Regression Analysis
The objective is to analyze how independent variables, specifically price and promotion, influence the dependent variable of purchasing decisions.
- 3) Partial t-test
This test evaluates the individual impact of each independent variable.
- 4) Simultaneous F-test
This test assesses the combined effect of price and promotion on purchasing decisions.
- 5) Coefficient of Determination (R^2)
This metric quantifies the extent to which independent variables contribute to the dependent variable.

4. Results and Discussion

4.1 Respondent Specifications

Table 1. Respondent's Age

Usia					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	19-30	27	60.0	60.0	60.0
	>31	18	40.0	40.0	100.0
	Total	45	100.0	100.0	

The findings of the research indicate that the majority of respondents fall within the young age group, specifically between 19 and 30 years old (60%). Furthermore, the predominance of male respondents (80%) suggests that the motorcycle market in Indonesia continues to be largely dominated by men.

Table 2. Respondent's Gender

Jenis Kelamin					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	laki-laki	36	80.0	80.0	80.0
	perempuan	9	20.0	20.0	100.0
	Total	45	100.0	100.0	

Furthermore, the predominance of male respondents (80%) indicates that the motorcycle market in Indonesia remains largely dominated by men.

4.2 Frequency Distribution of Research Variables

Table 3. Frequency Distribution of Price Variable (X1)

Pernyataan	STS	TS	KS	S	SS	Jumlah
	1	2	3	4	5	
X1.1	0	0	0	20	25	45
X1.2	0	0	0	26	19	45
X1.3	0	0	0	22	23	45
X1.4	0	0	1	24	20	45
X1.5	0	0	5	26	14	45
X1.6	0	3	9	25	8	45
X1.7	2	0	0	29	14	45
X1.8	0	0	0	32	13	45
Total	2	3	15	204	136	360
Persentase	0.56%	0.83%	4.17%	56.67%	37.78%	100%

The majority of respondents expressed agreement (56.67%) with the statement concerning the price variable. This finding underscores the significant role that price plays in purchasing decisions. In this context, respondents perceive that the price of the Honda motorcycles offered aligns well with the benefits they receive, such as product quality and after-sales service.

Table 4. Frequency Distribution of Promotional Variable (X2)

Pernyataan	STS	TS	KS	S	SS	Jumlah
	1	2	3	4	5	
X2.1	0	0	2	30	13	45
X2.2	0	0	1	28	16	45
X2.3	0	0	0	30	15	45
X2.4	0	0	1	29	15	45
X2.5	0	0	2	26	17	45
X2.6	0	0	0	25	20	45
X2.7	0	0	2	30	13	45
X2.8	1	0	1	26	17	45
Total	1	0	9	224	126	360
Persentase	0.28%	0%	2.5%	62.22%	35%	100%

A significant majority of respondents expressed agreement (62.22%) with the statements concerning promotions. This indicates that the promotional activities conducted by Dealer Tunas Dwipa Matra Natar, including promotional messages and media, are relatively effective.

Table 5. Frequency Distribution of Purchase Decision Variable (Y)

Pernyataan	STS	TS	KS	S	SS	Jumlah
	1	2	3	4	5	
Y.1	0	0	0	36	9	45
Y.2	0	0	0	33	12	45
Y.3	0	0	1	32	12	45
Y.4	0	0	0	33	12	45
Y.5	0	0	0	30	15	45
Y.6	0	0	0	36	9	45
Y.7	0	0	2	33	10	45
Y.8	0	0	0	31	14	45
Y.9	0	0	0	32	13	45
Y.10	0	0	2	33	10	45
Y.11	0	0	0	34	11	45
Y.12	1	0	0	32	12	45
Total	1	0	5	395	139	540
Persentase	0.19%	0%	0.93%	73.15%	25.74%	100%

Furthermore, 73.15% of respondents indicated agreement concerning the purchase decision variable. This suggests that the decision to purchase Honda motorcycles is influenced by competitive pricing and effective promotional strategies.

4.3 Descriptive Statistics

Table 6. Descriptive Statistics Result

<i>Descriptive Statistics</i>					
	N	Minimum	Maximum	Mean	Std. Deviation
harga	45	28	40	34.42	2.856
promosi	45	28	40	34.53	3.109
keputusan pembelian	45	45	60	50.91	4.027
<i>Valid N (listwise)</i>	45				

The average score for purchasing decisions (50.91) is higher than that for price (34.42) and promotion (34.53). This indicates that respondents exhibit a relatively high level of satisfaction with the purchasing process.

4.4 Validation Testing

According to (Sugiyono, 2005) validity testing is essential for assessing whether a questionnaire is indeed valid. A questionnaire is considered valid if its statements accurately reflect the constructs intended to be measured. If the calculated value of *r*hitung exceeds *r*tabel and is positive, then the items or questions within the questionnaire are deemed valid.

Table 7. Validation Testing Price Variable

Pernyataan	r hitung	r tabel	Sig	Syarat	Keterangan
P1	0,609	0,294	<.001	0.05	Valid
P2	0,509	0,294	<.001	0.05	Valid
P3	0,508	0,294	<.001	0.05	Valid
P4	0,542	0,294	<.001	0.05	Valid
P5	0,575	0,294	<.001	0.05	Valid
P6	0,699	0,294	<.001	0.05	Valid
P7	0,655	0,294	<.001	0.05	Valid
P8	0,616	0,294	<.001	0.05	Valid

Table 8. Validation Testing Promotion Variable

Pernyataan	r hitung	r tabel	Sig	Syarat	Keterangan
P1	0,707	0,294	<.001	0.05	Valid
P2	0,644	0,294	<.001	0.05	Valid
P3	0,675	0,294	<.001	0.05	Valid
P4	0,576	0,294	<.001	0.05	Valid
P5	0,791	0,294	<.001	0.05	Valid
P6	0,790	0,294	<.001	0.05	Valid
P7	0,762	0,294	<.001	0.05	Valid
P8	0,735	0,294	<.001	0.05	Valid

Table 9. Validation Testing Purchase Decision Variable

Pernyataan	r hitung	r tabel	Sig	Syarat	Keterangan
P1	0,764	0,294	<.001	0.05	Valid
P2	0,808	0,294	<.001	0.05	Valid
P3	0,792	0,294	<.001	0.05	Valid
P4	0,771	0,294	<.001	0.05	Valid
P5	0,809	0,294	<.001	0.05	Valid
P6	0,639	0,294	<.001	0.05	Valid
P7	0,699	0,294	<.001	0.05	Valid
P8	0,738	0,294	<.001	0.05	Valid
P9	0,802	0,294	<.001	0.05	Valid
P10	0,630	0,294	<.001	0.05	Valid
P11	0,649	0,294	<.001	0.05	Valid
P12	0,511	0,294	<.001	0.05	Valid

All statements regarding the variables of price, promotion, and purchasing decisions are valid, as the calculated r-value exceeds the table r-value (0.294). This indicates that the research instrument is capable of accurately measuring the intended constructs.

4.5 Reliability Testing

According to (Sugiyono, 2016) reliability refers to the consistency of a measurement tool when assessing the same data for a given object at different points in time.

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

Table 10. Reliability Testing Price Variables

<i>Reliability Statistics</i>	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
.725	8

Table 11. Reliability Testing Promotion Variables

<i>Reliability Statistics</i>	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
.856	8

Table 12. Reliability Testing Purchase Decision Variables

<i>Reliability Statistics</i>	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
.908	12

Cronbach's Alpha values for variables of price (0.725), promotion (0.856), and purchase decision (0.894) indicate that the instruments possess good reliability. According to (Sugiyono, 2016) the reliability of a tool used to measure data for the same object over different time periods, with a Cronbach's Alpha value above 0.7, suggests that the instrument is sufficiently reliable for use in quantitative research.

4.6 Partial Test (t)

The study conducted by (Ghozali, 2018) is utilized to ascertain the extent of influence that each independent variable has on dependent variable individually. This means it aims to determine the contribution of each independent variable in explaining changes observed in dependent variable.

Table 11. t Test Result

<i>Coefficients^a</i>						
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.330	6.844		2.824	.007
	harga	.497	.202	.352	2.465	.018
	promosi	.419	.185	.324	2.264	.029
a. Dependent Variable: keputusan pembelian						

Results the multiple linear regression analysis indicate a significant positive relationship between the price variable (X1) and the promotion variable (X2) with the purchasing decision (Y). From the t-test results for both variables, the calculated t-values for price (2.465) and promotion (2.264) exceed the critical t-value (2.016). This suggests that the influence of price and promotion on purchasing decisions is not coincidental, but rather indicates a significant relationship. The significance values for price (0.018) and promotion (0.029) are both less than 0.05, further reinforcing the conclusion that these two variables have a significant impact on purchasing decisions.

4.7 Simultaneous Testing (F)

Simultaneous testing, or F testing, can be utilized to examine relationship between independent and dependent variables.

Table 13. t Test Result

ANOVA ^a						
Model		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	241.212	2	120.606	10.722	<.001 ^b
	<i>Residual</i>	472.433	42	11.248		
	<i>Total</i>	713.644	44			
a. Dependent Variable: keputusan pembelian						
b. Predictors: (Constant), promosi, harga						

The results of the ANOVA analysis indicate that the developed regression model yields significant outcomes. The extremely low significance value (less than 0.001) and the calculated F-value (10.722), which exceeds the F-table value (3.22), demonstrate that price and promotion have a significant simultaneous impact on motorcycle purchasing decisions. These findings corroborate the conclusions drawn from the previous t-test, which highlighted the crucial role of both independent variables in influencing consumer decisions.

4.8 Coefficient of Determination (R²)

Objective of testing coefficient of determination is to ascertain the accuracy of the generated line (Sudarmanto, 2005) Coefficient of determination is represented as R², where 0 indicates no explanatory power.

Table 14. Coefficient of Determination (R²) Test

Model Summary ^b								
Model	R	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>Selection Criteria</i>			
					<i>Akaike Information Criterion</i>	<i>Amemiya Prediction Criterion</i>	<i>Mallows' Prediction Criterion</i>	<i>Schwarz Bayesian Criterion</i>
1	.581a	.338	.306	3.35386	111.805	.757	3.000	117.225
a. Predictors: (Constant), promosi, harga								
b. Dependent Variable: keputusan pembelian								

The analysis results indicate an Adjusted R-squared value of 0.306, signifying that 30.6% of the variation in purchasing decisions can be accounted for by the variables of price and promotion. While this suggests that there may be other factors influencing purchasing decisions that were not examined in this study, the value indicates that the constructed regression model is sufficiently adequate to represent the relationship between price, promotion, and purchasing decisions.

4.9 Multiple Linear Analysis

According to (Sugiono, 2016), multiple linear regression analysis is utilized by researchers to estimate changes in the dependent variable (such as increases or decreases) that are influenced by two or more independent variables serving as predictor factors.

Table 15. Multiple Linear Regression Result

Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>
		B	Std. Error	Beta
1	(Constant)	19.330	6.844	
	harga	.497	.202	.352
	promosi	.419	.185	.324

Results of the multiple linear regression indicate positive regression coefficients for both the price variable (497) and the promotion variable (419). This suggests that an increase in either price or the intensity of promotions leads to a higher likelihood of consumers deciding to purchase motorcycles. The standardized coefficients reveal that price exerts a stronger influence compared to promotion, indicating that price plays a more significant role in the purchasing decision than promotional efforts.

4.10 Discussion

- 1) The Impact of Price (X1) on Motorcycle Purchase Decisions at Honda TDM Dealership (Y)
- 2) Results of the t-test indicate a calculated t-value of 2.465, which exceeds the critical t-value of 2.016.
- 3) Conclusion: alternative hypothesis (Ha1) is accepted, while null hypothesis (Ho1) is rejected. Significance level is 0.018 (less than 0.05), indicating that price has a significant impact on purchasing decisions.
- 4) The Impact of Promotion (X2) on Motorcycle Purchase Decisions at Honda TDM Dealership (Y)
- 5) T-test results: Calculated t-value is 2.264, which exceeds the critical t-value of 2.016.
- 6) Conclusion: The alternative hypothesis (Ha2) is accepted, while the null hypothesis (Ho2) is rejected. The significance level is 0.029 (less than 0.05), indicating that promotion has a significant effect on purchase decisions.
- 7) The impact of Price (X1) and Promotion (X2) on the Motorcycle Purchase Decision at Honda TDM Dealership (Y)
- 8) Both price (X1) and promotion (X2) significantly influence purchasing decisions. The calculated t-value for price is 2.465, while for promotion it is 2.264, both exceeding the critical t-value of 2.016. The significance levels for each are 0.018 and 0.029, respectively, further reinforcing the finding that both price and promotion have a substantial impact on purchasing decisions.

5. Conclusion

The decision-making process for purchasing motorcycles at Honda Tunas Dwipa Matra Natar, South Lampung, is significantly influenced by both price and promotion. Price plays a crucial role in this process, as indicated by a t-value of 2.465, which exceeds the critical t-value of 2.016, with a significance level of 0.018. This suggests that price is a key determinant in consumer purchasing behavior, where affordability and perceived value directly impact buyers' choices. Similarly, promotion also has a substantial effect on purchasing decisions, as demonstrated by a t-value of 2.264, which is greater than the critical t-value of 2.016, with a significance level of 0.029. This finding highlights the importance of marketing strategies, such as discounts, advertising, and special offers, in attracting potential customers and influencing their purchase decisions. Overall, both price (X1) and promotion (X2) play a significant role in shaping consumer behavior at the Honda Tunas Dwipa Matra dealership, reinforcing the need for competitive pricing and effective promotional strategies to drive sales.

References

- AISI (Indonesian Motorcycle Industry Association). (2023). *Motorcycle Sales Report 2022*. IEA (International Energy Agency). (2022). *The Future of Motorcycles: Sustainability and Market Trends*.
- Dora Rinova, F. M. (2018). Pengaruh Persepsi, Kualitas Pelayanan, Harga, dan Suasana Cafe terhadap Kepuasan Konsumen pada Konsumen Kedai Susu Sapi Murni di Bandar Lampung.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Universitas Diponegoro.
- Irsandi. (2022). *Sustainable Marketing Strategy: Building Brand Loyalty*.
- Keller, K. D. (2009). *pengertian harga*. jakarta: erlangga.
- Keller, K. (2009). *Pengertian Harga*. Jakarta: Erlangga.
- Kotler, P. &. (2016). *Manajemen Pemasaran*. Edisi 12. Jilid 1 & 2. Jakarta: PT. Indeks.
- Kotler, P. &. (2012). *Principles of Marketing Global*. USE: Pearson Education. 6, 47-48.
- Kotler, K (2012). *Principles of Marketing Global*. USE: Pearson Education.
- Kotler, P. d. (2016). *Prinsip-prinsip Pemasaran edisi 13 Jilid 1*. Jakarta: Erlangga. .
- McKinsey & Company. (2022). *The Future of Mobility in Southeast Asia: Trends and Challenges*. Retrieved
- Ministry of Industry Indonesia. (2023). *Electric Vehicle Roadmap and Motorcycle Industry Development*.
- M. Oktaviannur, C. D. (2023). *jurnal. The Effect of Free Shipping Promotion Strategy (Ongkir)*
- Sugiyono. (2005). *Uji Validitas dan Reliabilitas Alat Ukur SG Posture Evaluation*.
- Sugiyono. (2016). *Sugiyono. 2016. Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sudarmanto, G. (2005). *Analisis Regresi Linear Ganda dengan SPSS*. Edisi Pertama. Cetakan Pertama. Yogyakarta: Graha Ilmu.
- Sugiono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan kombinasi*. Bandung.
- Susilo, Y. O., Joewono, T. B., & Vanderschuren, M. (2021). *Motorcycle Use in Developing Countries: Implications for Transportation Planning*. *Transportation Research Part A: Policy and Practice*, 144, 123-135.
- Statista. (2023). *Indonesia: Motorcycle Sales Statistics 2022*.

